Establishing Brand Identity brandmethod[™]



What is Branding?

Most people think about logos, websites, fonts, and colors when they hear the word branding. At Roar, we use Marty Neumeier's definition, "A Brand is a person's gut feeling about a product, service, or company." Consequently, branding is the evolution of a customer's emotional connection and perception they create about a brand. One of the most common auestions we encounter in our initial client meetings is, "Why should I invest in branding?" Our response is that if you are running a business you are already investing in branding, but without a strong, intentional strategy. We believe that companies who are intentional about branding will increase their competitive advantage, yield stronger brand loyalty, and generate higher revenue.

What is Brand Identity?

Brand identity is a tangible and real connection your customers have with your brand. At a visual level, it creates recognition, distinction, and expresses your why. On a whole other level, brand identity influences how your customers perceive your business. Your brand identity takes a variety of elements and unifies them into a system that creates meaning, sets strategy, informs value, and keeps you competitive.

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Brand Identity Checklist

What goes into a brand's identity? Below is a list of the most common elements that make up a company's visual architecture. Take a moment and consider your visual identity at this point. Use the boxes to fill in a letter value and use the circles to prioritize action, if any, by number.

Suggested Values:

Great! No Issues (G) Needs Review (R) Update Needed (U) Urgent Issue (!) What is this? (?) Need This (N)

\bigcirc	Brand Standards Documents Usage manuals, voice and tone guides, messaging documents				
\bigcirc	Logo Files Editable files, web-ready and print ready files, alternative logo files, product logos				
\bigcirc	Supporting Elements Color palette values (HEX, CMYK, Pantone), typeface files and licenses, stock photography archive				
\bigcirc	Stationery and Forms Business cards, letterhead, envelopes, branded templates for documents and presentations, brand aligned invoices, contracts, estimates, policies, internal documents				
\bigcirc	Literature Brochures, case studies, spec sheets, product catalogue				
\bigcirc	Digital Content Website, page templates, staff-directory, digital ads and messaging, newsletters, eBooks, webinar branding, blog content, email communication standards				
\bigcirc	Print Content Print ads and messaging, branded merchandising, internal and external signage, vehicle signage, uniforms, tradeshow booth.				
these eler	With this complete, identify the top two priorities below. Consider the value that these elements bring to your brand. How does this element generate or capture revenue? How central to your brand is it?				
Brand El	ement Value (Quantitative or Qualitative)				
1					

2. _____



Cover Page Photo by Alexey Lin on Unsplash This Page Photo by Tony Hand on Unsplash

Moodboard

Brand artists use moodboards to collect visual inspiration to use as a guide when creating new visual elements. We like to invite our clients to participate with us by creating their own moodboard.

Colors	
Words	Typography

Norms for Creating Effective Moodboards

- 1. Suspend judgment and embrace while ideas.
- 2. Look outside your industry.
- 3. Repetition is OK! It will often show us where design aligns.
- 4. Need more space? Make a larger version with tape and markers.

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Brand Attributes

When building a brand you want to be intentional about each and every engagement. Brainstorm adjectives or simple phrases for each category that are based on an ideal customer experience.

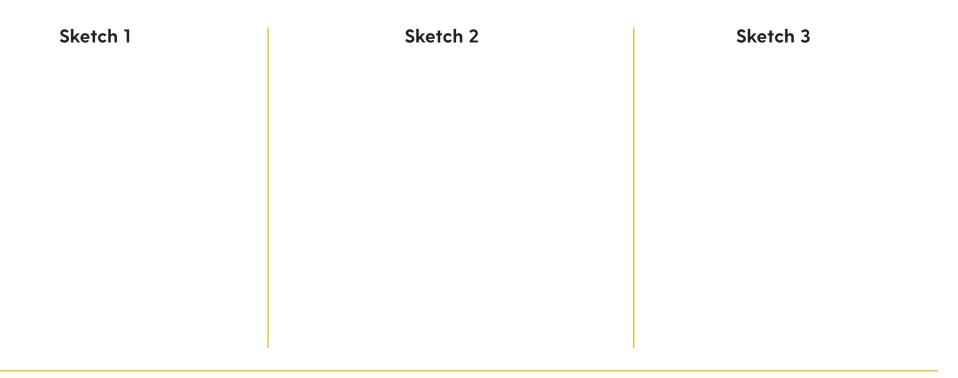
Culture	Customers	Voice
How would your community describe you?	How would you describe your customers?	How does your brand sound to others?
Feeling	Impact	X-Factor
How do others feel after interacting with you?	What tangible impact do you have on others?	What makes you radically different?

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Courage is one of our values. We want our clients to walk away with both great solutions and also courageous creative confidence. We invite you to start with us... right where we begin... with sketching out simple drawings of the visual element we are collaborating together to create.



Refine 1 Take one of these ideas and refine it



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Let's take your brand in a courageous direction.

Contact Us Today

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Our Services

Brand Strategy

Vision & Mission Statements Core Values Messaging and Voice Leadership Retreats Strategic Plans Target Market Profiles

Brand Marketing

Engagement Brochures Copywriting Connect Cards Interior Graphics Print Ads Web Design

Brand Identity

Logos and Styling Naming Identity Systems Creative Direction Brand Standards Graphic Design Stationery

Make Your Brand Roar.



